



All I want for Christmas is...for you to buy me a new smartphone

- **A survey found that more than a third (38%) of Brits have smartphones on their Christmas lists**
- **34% plan to buy a smartphone or start a contract for someone else**
- **Previous research saw half of all iPhone owners plan to upgrade to the iPhone 7 in September**

With Christmas just around the corner, new research has revealed that more than a third of Brits (38%) will be wishing for a new smartphone on December 25th.

The survey, conducted by mobile phone insurer Insurance2Go, looks into how many of us will be hoping to find a new handset in our stocking on Christmas morning.

The data also highlighted a growing trend in the gifting of smartphones, with 34% planning to purchase one or start a contract for someone else this year.

These results follow on from an earlier study conducted in the run-up to the iPhone 7 launch in September, which found half of iPhone owners were planning to upgrade to the new handset when it was released. Since then, it's estimated that 10 million Android users have switched over to Apple products worldwide¹.

Regions most likely to gift a new smartphone as a present this christmas.

1. South East England (42%).
2. Scotland (31%)
3. Northern England (30%)
4. Central England (30%)

Regions most likely to ask for a new smartphone this christmas.

1. South East England (47%)
2. Scotland (44%)
3. Central England (34%)
4. Northern England (32%)

Gary Beeston, Marketing Director of Insurance2Go, said: "The majority of people own a smartphone these days, but the increased range of handsets available is what's really exciting for tech lovers.

"There's now something available for everyone on every budget, with new technologies coming on the market all the time, so it's no surprise to see that they're top of the list for lots of people this Christmas!"

If you're hoping to find a smartphone under the tree this Christmas, be sure to read our gift guide to make sure you ask for the one you really want this year
<https://www.insurance2go.co.uk/media-centre/ringing-out-for-christmas-time-10-phones-for-your-stocking-this-xmas/>.

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Notes to Editor

¹<http://bgr.com/2016/11/04/android-to-iphone-7-transfer/>

The survey polled 1,010 people and was conducted by TLF Panel.

The second survey was conducted by TLF who surveyed 1,141 people in June 2016

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About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>